

## PM'S PERFORMANCE IN C-STORES WEEKLY C-STORE AUDITS - W/E 8/13/94

### Promotional Activity

#### Philip Morris

- MCS B4G1F declining (down -3 points to 19%). *delete statement*
- Marlboro incentive incidence (primarily 5 pack w/ T-shirt) expanding to 13%.
- Marlboro Menthol B1G1F promotion (select markets) initial week's incidence of 5% in Region 1 and 7% in Region 4.
- Cambridge free product deals (primarily B3G2F) expanded to 15% (its highest level since at least June 1993).

#### RJ Reynolds

- Winston Select B3G3F incidence was 13%, up +1 point week-to-week.
- Winston IRC incidence in supermarkets was 17%, representing a 12 month high.
- Camel incentive incidence was down -5 points to 19%.
- Camel free product incidence at a YTD low (4%).
- Camel money off deal available in 18% of c-stores.
- Camel IRC activity at or near YTD highs in supermarkets and mass merchandisers.

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